

## ABSTRAK

Pertumbuhan kopi di dunia semakin meningkat setiap tahunnya, termasuk di Negara Indonesia. Diikuti dengan perkembangan dunia usaha di Indonesia akhir-akhir ini berkembang sangat pesat. Hal ini terlihat semakin banyak bermunculan jenis usaha dan industri di Indonesia. Sebagai bisnis yang bergerak dibidang kopi, *Coffee Shop Manji* harus lebih kuat menghadapi persaingan *coffee shop* lainnya. Maka, *Coffee Shop Manji* harus berupaya sebaik mungkin untuk dapat meningkatkan keputusan pembelian konsumen melalui antaranya harga, kualitas produk dan promosi sebagai faktor yang dianggap berpengaruh. Penelitian ini meneliti tentang faktor yang mempengaruhi keputusan pembelian konsumen *Coffee Shop Manji* dengan variabel harga, kualitas produk dan promosi. Objek penelitian ini adalah konsumen *Coffee Shop Manji*. Penelitian ini dilakukan terhadap 133 responden dengan menggunakan pendekatan deskriptif kuantitatif. Pendekatan yang digunakan dalam penelitian ini adalah *Structural Equation Model* (SEM) dengan alat analisis *Smart-PLS*. Hasil penelitian ini menyatakan bahwa variabel harga, kualitas produk dan promosi berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen di *Coffee Shop Manji*.

**Kata Kunci:** Harga, Kualitas Produk, Promosi, Keputusan Pembelian.



## **ABSTRACT**

*The growth of coffee in the world is increasing every year, including in Indonesia. This is followed by the development of the business world in Indonesia, which has recently grown very rapidly. This can be seen that more and more types of businesses and industries have emerged in Indonesia. As a business engaged in coffee, Coffee Shop Manji must be stronger to face the competition from other coffee shops. Therefore, Coffee Shop Manji must do its best to be able to increase customer purchase decision through, among others, price, product quality and promotion as factors that are considered influential. This study examines the factors that influence customer purchase decision Coffee Shop Manji with the variables Price, Product quality and Promotion. The object of this research is customer Coffee Shop Manji. This study was conducted on 133 respondents using a quantitative descriptive approach. The approach used in this study is the Structural Equation Model (SEM) with a Smart-PLS analysis tool. The results of this study show that the variables of price, product quality and promotion have a positive significant effect on consumer purchase decision at Coffee Shop Manji.*

**Keywords:** *Price, Product Quality, Promotion, Purchase Decision.*

